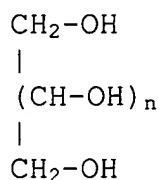--Claim 52. A polyolefin-containing fiber according to claim 44, consisting essentially of polypropylene, polyethylene or a copolymer thereof.--

--Claim 53. A fibre according to claim 44, wherein the water-insoluble ester is the reaction product of a polyol having the formula:

$$(R)_m\text{-}C\text{-}(CH_2\text{-}OH)_{4-m}$$

or

$$
\begin{array}{l}
CH_2\text{-}OH \\
| \\
(CH\text{-}OH)_n \\
| \\
CH_2\text{-}OH
\end{array}
$$

in which R is an alkyl group having 1 to 4 carbon atoms; m is 0 to 3 and n is 0 to 4;

with a branched or straight chain fatty acid having between 12 and 30 carbon atoms.--

--Claim 54. A fibre according to claim 53 wherein the polyol is selected from the group consisting of ethylene glycol, propylene

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glycol, glycerol, neopentyl glycol, trimethylolethane and trimethylolpropane.--

--Claim 55. A fiber according to claim 53, wherein the at least one of said ester is the reaction product of glycerol with at least one saturated or unsaturated fatty acid residue having 12-24 carbon atoms.--

--Claim 56. A fiber according to claim 44, wherein the at least one of said ester is a monoester and the reaction product of a fatty acid having 14-18 carbon atoms with a branched chain alcohol.--

--Claim 57. A fiber according to claim 44 carrying at its surface

at least one water-insoluble ester comprising the reaction product of glycerol with at least one saturated or unsaturated fatty acid residue having 12-24 carbon atoms; and

at least one water-insoluble ester the reaction product of neopentyl glycol with at least fatty acid residue having 12-24 carbon atoms.--

--Claim 58. A fiber according to claim 44, further comprising an antistatic agent.--

--Claim 59. A fiber according to claim 58, wherein the antistatic agent is anionic or nonionic.--

--Claim 60. A fiber according to claim 58, wherein the antistatic agent has the formula $R^1R^2O_3PO^-M^+$, where R^1 and R^2 are independently selected from the group consisting of C_2-C_{30} alkyl and polyether, and M^+ is an alkali metal ion, an ammonium ion or a proton.--

--Claim 61. A fiber according to claim 58, wherein the antistatic agent has the formula $R^1R^2R^3O_3PO$, where R^1, R^2 and R^3 are independently selected from the group consisting of methyl, C_2-C_{30} alkyl and polyether.--

--Claim 62. A fiber according to claim 44 further comprising a friction reducing additive comprising a wax or wax mixture and/or a polydiorganosiloxane.--

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--Claim 63. A fiber according to claim 44, further comprising a mineral oil and an ethoxylated alcohol.--

--Claim 64.   A fiber according to claim 44, having a hydrophobicity, as measured by the WRC test as defined under the Methods section herein, corresponding to at least 5 cm for cut fibers 1 meter in length.--

--Claim 65.   A non-woven material according to claim 48, having a hydrophobicity, as measured by the WRC test as defined under the Methods section herein, corresponding to at least 9 cm at a basis weight of the non-woven material of 23 g/cm^2.--

--Claim 66.   A polyolefin-containing fiber produced by a method comprising the following steps:

a.   melt spinning a polyolefin-containing material to produce spun filaments,

b.   applying to the spun filaments a first spin finish with an active ingredient content comprising 20-100% by weight of at least one water-insoluble ester of a mono-, di-, tri- or tetrahydric alcohol with a molecular weight not exceeding

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500 and a branched or straight chain fatty acid with between 12 and 30 carbon atoms,

c.   stretching the filaments,

d.   applying to the stretched filaments a second spin finish with an active ingredient content comprising 20-100% by weight of at least one water-insoluble ester of a mono-, di-, tri- or tetrahydric alcohol with a molecular weight not exceeding 500 and a branched or straight chain fatty acid with between 12 and 30 carbon atoms,

e.   optionally, crimping the filaments,

f.   applying, during the spinning stage, the stretching stage or after crimping, an antistatic agent,

g.   drying the filaments, and

h.   cutting the filaments to obtain staple fibers.--

--Claim 67.   A fiber according to claim 66, wherein the fiber is a cardable staple fiber.--

--Claim 68.   A polyolefin-containing fiber according to claim 66, consisting essentially of polypropylene, polyethylene or a copolymer thereof.--

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--Claim 69. A fiber according to claim 66, wherein the water insoluble ester is the reaction product of a polyol having the formula:
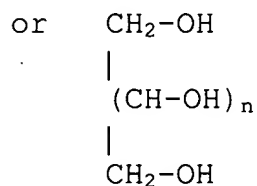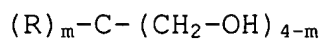
$$(R)_m-C-(CH_2-OH)_{4-m}$$

or

$$CH_2-OH$$
$$|$$
$$(CH-OH)_n$$
$$|$$
$$CH_2-OH$$

in which R is an alkyl group having 1 to 4 carbon atoms; m is 0 to 3 and n is 0 to 4; with a branched or straight chain fatty acid having between 12 and 30 carbon atoms.--

--Claim 70. A fiber according to claim 53, wherein the polyol is selected from the group consisting of ethylene glycol, propylene glycol, glycerol, neopentyl glycol, trimethylolethane and trimethylolpropane.--

--Claim 71. A fiber according to claim 53, wherein at least one of said ester is the reaction product of glycerol with at least

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one saturated or unsaturated fatty acid residue having 12-24 carbon atoms.--

--Claim 72. A fiber according to claim 43, wherein at least one of said ester is a monoester and the reaction product of a fatty acid having 14-18 carbon atoms with a branched chain alcohol.--

--Claim 73. A fiber according to claim 43, carrying at its surface at least one water-insoluble ester comprising the reaction product of glycerol with at least one saturated or unsaturated fatty acid residue having 12-24 carbon atoms; and at least one water-insoluble ester reaction product of neopentyl glycol with at least fatty acid residue having 12-24 carbon atoms.--

--Claim 74. A fiber according to claim 66, further comprising an antistatic agent.--

--Claim 75. A fiber according to claim 74, wherein the antistatic agent is anionic or nonionic.--

--Claim 76. A fiber according to claim 74, wherein the antistatic agent has the formula $R^1R^2O_3PO^-M^+$, where R^1 and R^2 are independently selected from the group consisting of C_2-C_{30} alkyl and polyether, and M^+ is an alkali metal ion, an ammonium ion or a proton.--

--Claim 77. A fiber according to claim 74, wherein the antistatic agent has the formula $R^1R^2O_3PO^-M^+$, where R^1 and R^2 and R^3 are independently selected from the group consisting of methyl, C_2-C_{30} alkyl and polyether.--

--Claim 78. A fiber according to claim 66, further comprising a friction reducing additive comprising a wax or wax mixture and/or a polydiorganosiloxane.--

--Claim 79. A fiber according to claim 66, further comprising a mineral oil and an ethoxylated alcohol.--

--Claim 80. A fiber according to claim 66, having a hydrophobicity, as measured by the WRC test as defined under the

Methods section herein, corresponding to at least 5 cm for cut fibers 1 meter in length.--

--Claim 81. A non-woven material comprising fibers according to claim 66, having a hydrophobicity as measured by the WRC test as defined under the Methods section herein, corresponding to at least 9 cm at a basis weight of the non-woven material of 23 g/cm^2.--

--Claim 82. A method for producing a non-woven material, the method comprising providing a web of fibers according to claim 66 and bonding the web to produce the non-woven material.--

--Claim 83. A non-woven material comprising fibers according to claim 66.--

--Claim 84. A composite material comprising a non-woven material according to claim 83, wherein said non-woven material is:

    a.   laminated to a film layer or otherwise provided with a film coating; or

    b.   Bonded to or otherwise provided with a spunbonded layer of melt blown fibers.--